

CLAIMS

What is claimed is:

- 5           1.     A method for implementing a total customer experience action  
planning process to provide an improved customer experience, said method  
comprising:
- (a) gathering data associated with an organization and customers of said  
organization;
- 10           (b) during a strategy session associated with said organization,  
determining a goal for said organization along with an associated success  
metric for accomplishing said goal, wherein said goal is based on said data;
- (c) determining a department goal along with an associated success  
metric for accomplishing said department goal, wherein said department goal is
- 15   closely associated with a business objective of said organization; and
- (d) taking measurable action to accomplish said department goal.
2.     The method as described in Claim 1 further comprising:
- (e) during a commitment session associated with said organization,
- 20   providing an overview of said total customer experience action planning process  
to a manager of said organization and to staff associated with said manager.
3.     The method as described in Claim 1 wherein said data further  
comprises data provided by a partner organization that works together with said
- 25   organization.

4. The method as described in Claim 1 wherein said data further comprises data provided by managers associated with said organization.

5 5. The method as described in Claim 1 further comprising:

(e) repeating said (a) through (d) at some future time.

6. The method as described in Claim 1 wherein said (c) further comprises:

10 (c1) verifying said department goal and said associated success metric for accomplishing said department goal within an up-line manager of said organization.

7. A computer readable medium having computer readable code embodied therein for causing a computer to perform:

(a) receiving data associated with an organization and customers of said organization;

(b) during a strategy session associated with said organization, receiving a goal for said organization along with an associated success metric for  
20 accomplishing said goal, wherein said goal is based on said data;

(c) receiving a department goal along with an associated success metric for accomplishing said department goal, wherein said department goal is closely associated with a business objective of said organization; and

(d) receiving measurable action taken to accomplish said department  
25 goal.

8. The computer readable medium as described in Claim 7 further comprising:

(e) during a commitment session associated with said organization,  
5 providing an overview of said total customer experience action planning process to a manager of said organization and to staff associated with said manager.

9. The computer readable medium as described in Claim 7 wherein said data further comprises data provided by a partner organization that works  
10 together with said organization.

10. The computer readable medium as described in Claim 7 wherein said data further comprises data provided by managers associated with said organization.  
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11. The computer readable medium as described in Claim 7 further comprising:

(e) repeating said (a) through (d) at some future time.

12. The computer readable medium as described in Claim 7 wherein said (c) further comprises:

(c1) transmitting said department goal and said associated success metric for accomplishing said department goal to an up-line manager of said organization for a verification.  
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13. The computer readable medium as described in Claim 12 wherein said (c) further comprises:

(c2) receiving said verification from said up-line manager of said organization.

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14. A computer system comprising:

a processor;

an addressable data bus coupled to said processor; and

a memory device coupled to communicate with said processor for

10 implementing a total customer experience action planning process, said method comprising:

(a) receiving data associated with an organization and customers of said organization;

(b) during a strategy session associated with said organization, receiving a goal for said organization along with an associated success metric for accomplishing said goal, wherein said goal is based on said data;

(c) receiving a department goal along with an associated success metric for accomplishing said department goal, wherein said department goal is closely associated with a business objective of said organization; and

(d) receiving measurable action taken to accomplish said department goal.

15. The computer system as described in Claim 14 wherein said method further comprising:

- (e) during a commitment session associated with said organization, providing an overview of said total customer experience action planning process to a manager of said organization and to staff associated with said manager.

16. The computer system as described in Claim 14 wherein said data further comprises data provided by a partner organization that works together with said organization.

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17. The computer system as described in Claim 14 wherein said data further comprises data provided by managers associated with said organization.

18. The computer system as described in Claim 14 wherein said method further comprising:

- (e) repeating said (a) through (d) at some future time.

19. The computer system as described in Claim 14 wherein said (c) further comprises:

- (c1) transmitting said department goal and said associated success metric for accomplishing said department goal to an up-line manager of said organization for a verification.

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20. The computer system as described in Claim 19 wherein said (c) further comprises:

(c2) receiving said verification from said up-line manager of said organization.

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